

## TOURISM MALAYSIA UNVEILS “EXPLORE SABAH” CAMPAIGN TO BOOST VISITOR ARRIVALS TO THE STATE



Launch of the "Explore Sabah" Campaign with Sabahtravel.com by the Director of Tourism Malaysia Sabah, Ms. Haryanty Abu Bakar and in the presence of Mr. Humprey Ginibun, Senior Marketing Manager, Sabah Tourism Board and representatives of Sabah tourism industry players such as MATTA, MITA, MCTA, MAH, MyBHA, SATTA and STA.

**KOTA KINABALU, 25 June 2025** – Tourism Malaysia Sabah, in collaboration with SabahTravel.com, an e-commerce travel marketplace platform, has launched the “Explore Sabah” promotional campaign aimed at positioning Sabah as a premier travel destination in Malaysia. The initiative aligns with the national Visit Malaysia 2026 (VM2026) campaign and leverages SabahTravel.com’s digital reach to spotlight Sabah’s diverse offerings to both domestic and international markets.

The campaign promotes over 400 curated travel experiences across Sabah, catering to diverse travel preferences. Highlights include island hopping and diving in Semporna, wildlife and river safaris in Kinabatangan, the Mount Kinabalu expedition, cultural village

and heritage tours, as well as eco-retreats such as hilltop resorts and rainforest escapes.

Additionally, the campaign extends to Labuan, promoting activities such as sunset cruises and yacht charters, beachside retreats and snorkeling spots, WWII historical trails and memorial tours, and cultural attractions like the Labuan Museum and Chimney Tower.

Running from April 2025 to February 2026, the campaign offers up to 30% discounts for bookings made through the SabahTravel.com platform using the promo code **XPLORE5**. The platform allows users to instantly book multiple licensed travel experiences in one transaction with a secure payment gateway, offering flexibility and convenience to travellers.

Ms. Haryanty Abu Bakar, Director of Tourism Malaysia Sabah, said, “Embracing digitalisation, we value this strategic partnership with SabahTravel.com to leverage their expertise and innovative marketing strategies. Through this campaign, we are confident in driving greater visibility for Sabah and Labuan while advancing the goals of Visit Malaysia 2026.”

Ms. Poh Khay Inn, Marketing Director of SabahTravel.com, added, “This collaboration underscores our commitment to connecting Sabah and Labuan with global travellers through instant bookings and engaging digital content. We’re proud to work alongside Tourism Malaysia to showcase Sabah’s lush rainforests, rich heritage, and captivating travel experiences.”

Malaysia’s tourism sector continues to demonstrate strong recovery. From January to April 2025, Malaysia recorded 13.4 million international arrivals, marking a 21.0% increase compared to the same period in 2024. China has emerged as the third-largest source market, following Singapore and Indonesia, and ahead of Thailand and India. With 1.4 million Chinese visitors recorded in the first four months of 2025 (a 37.8% increase from the previous year), Malaysia is on track toward achieving its target of 43 million international arrivals and generating RM283.8 billion in tourism receipts by the end of the year.

As part of the campaign’s branding effort, Tourism Malaysia is also distributing official Visit Malaysia 2026 promotional vehicle stickers to licensed tour operators across Sabah. This symbolic gesture reinforces industry support and campaign visibility throughout the state.

#### **Sticker Collection Details:**

Location: Tourism Malaysia Sabah Office, B-7-2 & B-8-2, Block B, KK Times Square Signature Office, Off Coastal Highway, 88100 Kota Kinabalu, Sabah.

Hours: Monday to Friday, 9:00 AM – 4:00 PM. Telephone: +6088 211732 / 248698.

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#### **About Tourism Malaysia**

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation’s tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG). Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia’s social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

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